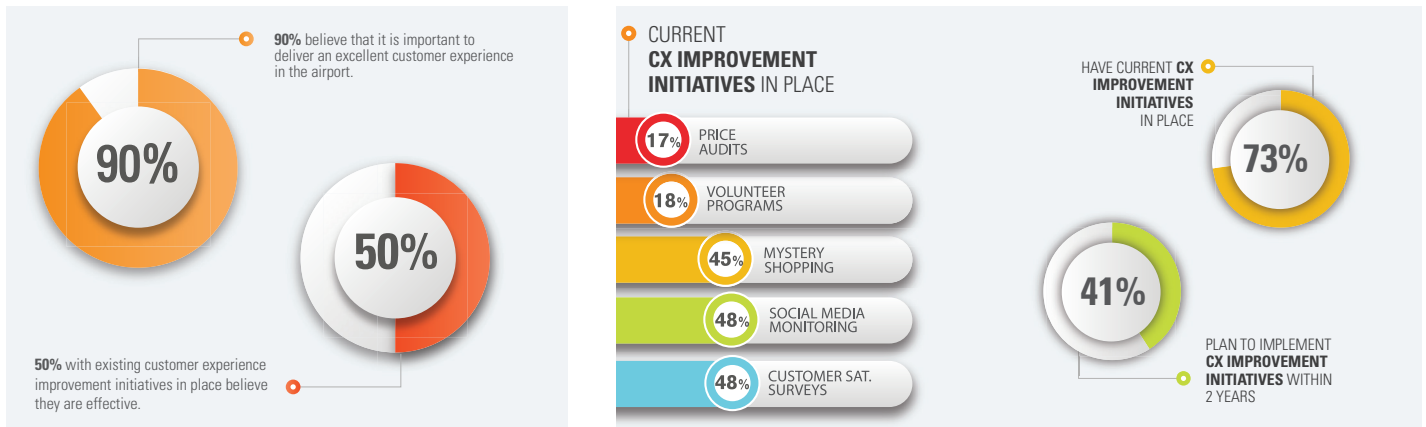


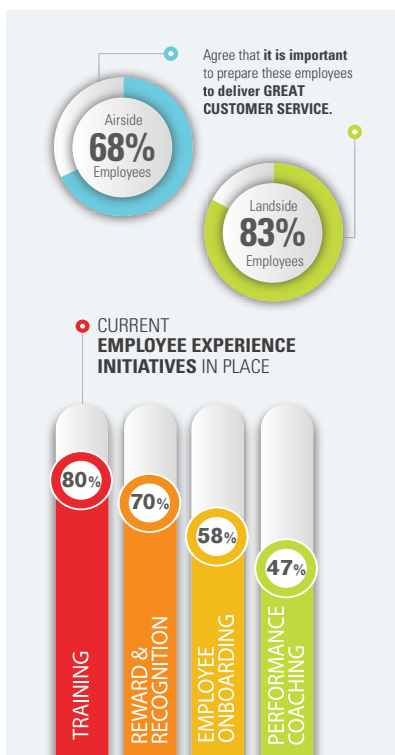
# CX IS AIRPORT FOCUS, BUT MANY APPROACHES FOUND LACKING

BY CAROL WARD

## Airport CX 2019 Survey Results



The 2019 Airport Customer Service Survey was conducted by Customer Service Experts, Inc. at the Airport Experience News Conference & Exhibition in Las Vegas, NV. Courtesy of Customer Service Experts, Inc.



**M**any customer service initiatives underway at airports are perceived to be lacking, according to a survey undertaken by Customer Service Experts. In a survey conducted at the 2019 Airport Experience Conference in Las Vegas, 73 percent of polled attendees indicated that they have customer experience, or CX, improvement initiatives in place but only 22 percent feel that their programs are effective.

Additionally, while the presence of CX programs within airports increased by 15 percent in the 2019 survey compared to the previous year, more than 50 percent of those programs were not showing noticeable results.

Lise D'Andrea, president and CEO of Customer Service Experts, says the reason for the disconnect could be that organizations approach CX in a piecemeal way.

"Often times airports will do a 'program of the day' or a program a-la-carte," she says. "They don't take a comprehensive approach to unifying the airport in terms of the experience. In order to unify the experience from the passenger's view, you

need to address both customer experience and employee experience."

D'Andrea acknowledges that airports want to test different approaches. "Everything is unique from airport to airport so they typically take a trial-and-error approach to CX, starting with a small project," she says. "That can fall flat because they're only looking at one aspect of the entire experience."

One area that is a "huge miss" among airports is not integrating a customer experience approach into strategic planning on airport projects.

"It's tough to track return on investment, it's tough to track success, it's difficult to fit it in with the rest of the business model for the airport when really it truly is an integral part of the airport," D'Andrea says. "Over the years it's always been viewed as the fluff, the experience part, the people part, but it really is a strategic key element of the airport. It needs to have its own KPIs, it needs to roll up to an overall strategy across the entire airport, and most importantly, executive leadership needs to own it and to lead." ■